

January 12, 2004

Marlene H. Dortch
Office of the Secretary
Federal Communications Commission

In light of the upcoming "localism in broadcasting" hearing to be held in San Antonio on January 28, 2004, the American Red Cross, San Antonio Area Chapter would like to express its gratitude to the management and employees of San Antonio's local Clear Channel radio and television stations for their support.

Clear Channel has supported our local Chapter since the mid-1990's and they have always displayed a deep commitment to the people of San Antonio. They have made financial contributions as well as donated airtime to support our life-saving work. During the devastating floods of 2002 in San Antonio, Clear Channel immediately stepped forward to do a radio event combined with a television phone bank to raise money and items for the Red Cross and other relief agencies to help flood victims. In 2002 they implemented an awareness campaign featuring the Red Cross on billboards and in "Red Cross Minute" public service announcements on their local radio stations. The Red Cross is featured monthly in WOAI-TV's Weather Bug newsletter which reaches over 60,000 local residents. We have also worked closely with Clear Channel to develop a cause-marketing program to raise money and awareness for our local Chapter.

Because of the support of the Clear Channel stations here in San Antonio the Red Cross is able to reach the people of our community with life-saving messages throughout the year. We know also that during times of disaster Clear Channel will be there to support our work. They continue to provide a valuable and needed service to this community.

During this upcoming hearing, Clear Channel radio and television should be recognized for offering San Antonio top quality programming, entertainment and news, but also for their dedication to our local community.

Sincerely,

Bryan Chase, MA, HSM
Interim CEO
American Red Cross
San Antonio Area Chapter